





# demographics

## columbiana county, ohio



### Columbiana County

**Established:** Act-May 1, 1803  
**2006 Population:** 112,075  
**Land Area:** 532.5 square mile  
**County Seat:** Lisbon Village  
**Named for:** Christopher Columbus

### Largest Areas

**East Liverpool:** 13,089  
**Salem City:** 12,197  
**St. Clair Twp:** 7,961  
**Columbiana City:** 5,273  
**East Palestine City:** 4,917  
**Elkrun Twp UB:** 4,751  
**Knox Twp:** 4,828  
**Perry Twp UB:** 4,852  
**Liverpool Twp:** 4,374  
**Fairfield Twp UB:** 4,215

UB: Unincorporated Balance • According to the 2000 Census

### Major Employers

**Bain Capital/American Standard Inc.** Mfg  
**Blackhawk Automotive Plastics Inc.** Mfg  
**Columbiana County Government** Govt  
**East Liverpool Board of Education** Govt  
**East Liverpool City Hospital** Serv  
**Fresh Mark Inc.** Mfg  
**Salem City Board of Education** Govt  
**Salem Community Hospital** Serv  
**Wal-Mart Stores Inc.** Trade

### Education

**Public Schools** 40  
**Students (Average Daily)** 16,942  
**Expenditures per Student** \$7,918  
**Student-Teacher Ratio** 17.8  
**Graduation Rate** 93.2%  
**Teachers** 1,015  
**Non-Public Schools** 4  
**Students** 590  
**4-Year Universities** 0  
**Branches** 2  
**2-Year Public Colleges** 0  
**Private Universities/Colleges** 1  
**Public Libraries** 7

### Travel Time to Work

**Less than 15 minutes** 36.4%  
**15 to 29 minutes** 31.1%  
**30 to 44 minutes** 16.9%  
**45 to 59 minutes** 7.4%  
**60 minutes or more** 5.1%  
**Work at home** 3.1%

*Courtesy of the Ohio Department of Development*



# 10 reasons to advertise in a newspaper

**Reach:** No other advertising vehicle has the reach of newspapers. Nationally, 104 million adults read a newspaper on an average weekday, and more than 115 million on an average Sunday. More than three out of four (75.2%) read a newspaper or visit a newspaper web site in an average week (Scarborough Research.)

**Quality:** Your very best prospects are newspaper readers. People who are typically labeled upscale, meaning upper income, higher education, professional/managerial occupations all count themselves as newspaper readers. In 2008, 82.5% of adults with \$100,000 or more income read a newspaper or visited a newspaper web site in the past week, as did 82.8% of college graduates and 81% of those employed in professions or in management roles.

**Targeted:** From targeting ad placement by section readership to post-it notes, to a few residential blocks, newspapers can fine tune your message.

**Immediate:** Newspaper advertising is among the fastest forms of advertising, with extremely short deadlines that allow ads to be created and run in a matter of days.

**Flexibility:** Newspapers, unlike most other media, allow the advertiser to build an ad in any size.

**Credibility/Trust:** More than any other medium, consumers believe in newspaper advertising. Forty percent of adult surveyed find newspapers are trustworthy or believable, a large gap when compared to television (23 percent), radio (18 percent) or the Internet (16 percent.) (2006 Scarborough Engagement Study.)

**Selective vs. Intrusive:** Shoppers are less willing today to accept advertising that is spooned out to them. They seek out advertising on their own. Newspapers are the medium shoppers use most for shopping in an average week. Nearly six in 10 (59%) use newspapers, exceeding others like television (38%), ads appearing in search engines (18%) or ads on general interest web sites (15%.) (MORI Research 2009)

**Environment:** The newspaper editorial environment typically adds credibility and legitimacy to the brand being advertised. To readers, the advertising in a newspaper is every bit as important as the news.

**Relied Upon:** Newspaper advertising is a valuable commodity to readers. A recent research study surveyed shoppers' attitudes about which type of media they preferred for retail advertising. In terms of media used to check out ads, the most valuable media in planning shopping, used for comparing prices, most convenient, most up to date, most trustworthy, believable and preferred, newspapers out distance all other forms combined.

**Results:** Newspaper advertising works! While this point should go without saying, the fact remains that newspapers are frequently thought of as a results medium. Newspaper ads create traffic, move merchandise and yes, establish brands. We cannot lose track of the notion that, in a world of thousands of messages a day, advertising in newspapers are one sure thing when it comes to producing results.

# mojo retail

The Morning Journal is Columbiana County's largest daily newspaper, and is your best value in advertising. The retail size is based on the 6 column SAU standard. Retail ads are available in full color or in black and white.

## QUICK FACTS: 104 Million

Number of adults who read a print newspaper every day, more than 115 million on Sunday. That's more than the Super Bowl (94 million), American Idol (23 million) or the average late local news (65 million.)

## 56%

According to Google, percentage of consumers that have researched or purchase products they saw in a newspaper.

## 52%

Percentage of people who are more likely to buy a product if it is seen in the paper. (2009 Newspaper Association of America)

We can accept ads from designers and ad agencies in the following formats:

- 1) Press Quality PDFs with fonts embedded.
- 2) 300 dpi Grayscale TIFFs.
- 3) 300 dpi RGB JPGs.
- 4) Raw Quark XPress documents with all fonts and artwork.
- 5) Adobe InDesign documents with all fonts and artwork.
- 6) Adobe Illustrator EPS files.
- 7) Adobe Photoshop files.

We can also have our award winning graphics staff design your ads, at no extra charge! From the smallest ads to the largest, our staff has the creative talent to make your business shine!



**South court**  
Members of the South Local 2011 Winter Homecoming court are (from left) Tina Coffin, hostess; Rachel Call, hostess; Taylor Stevens, junior; Richard Donahoon and Tiffany Mallott, seniors. The queen, one of the four members, will be crowned at halftime during tonight's varsity boys basketball game against Solon.

### Class act



Crestview graduates Jason Smith and Beau Ray will use a crane to lift roof support beams to them to be bolted to the other framework for Crestview's Performing Arts Center. Operating the crane is another Crestview graduate, Bob Hoop.



Two additional photos at [www.morningjournal.com](http://www.morningjournal.com)

## Wellsville considering hike in sewage rates

By JO ANN ROBERT-GILBERT

WELLSVILLE — A sewage rate increase could be in the offing after a meeting Thursday of Village Council's sewage committee. Chairman Beady Adams said, "I don't really want to raise the rates, but it's hard to do otherwise."

Currently, customers pay \$19.75 for the treatment of 1,000 gallons and an additional \$5 for every 1,000 gallons over the minimum.

Last year, council started a \$1 fee for use of sewer bills not based on usage, and committee members discussed whether that, or a per gallon increase, would be the better option.

Councilman Tony Campbell noted the village has three lines out which are being paid with the flat fee system.

It was noted that raising the usage amount would not affect sewer system systems and others on flat incomes who only use the minimum.

Currently, the village pays United Water \$20,250 per month to operate the sewage plant, with 50 percent of sewage system placed in the operations fund for that purpose. That remaining 47 percent goes into a sewage capital fund which, to date, has a balance of about \$180,000.

An additional \$240 per month will be paid to the company this year as a cost of living increase, and City of United Water increased the contract that runs the new system, an increase of \$100,000, or an additional \$25,000 annually for electric and \$1,000 more a year for the meter.

It was reported that sewage chief Nancy Manny would like to see the rate \$21,222 in sewage revenue last year in her village bill, which, with a total of

\$324,000 collected between her and United Water.

Manny was brought on board several years ago to handle the sewage system, but committee member Joe Soltan said people would bring their bills in person instead of through the mail to United Water and be more likely to pay.

The committee agreed that some compromise with other residents would be sought before a decision is made on an increase.

Adams said a statement study during Tuesday's council meeting by "Columbus" about sewage operations was a concern.

After the meeting, Thursday, Adams said officials tentatively believed the village was going to be made to pay \$11,000 in 2012.

They aren't approving anything.

The committee met in executive session for while Adams said he was personal to report to possible future.

In other matters, Adams said a statement study during Tuesday's council meeting by "Columbus" about sewage operations was a concern.

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## N.H. forces hand of dental company

By HOLLY RAMER

**In Ohio**  
A network of 14 dental offices has agreed to take on patients from Albarr's South-Strain practice. Kenneth Cooper, chief associate officer of Dental Express Plus for Management Services LLC, and Bethel Management Services LLC, said the network will give free treatment to patients who had great Albarrs but had not finished treatment. "It would be very difficult to pay for a second time," said Cooper. "We're prepared to do whatever it takes. It's the right thing to do."

Clare, N.Y.-based Albarrs, a nationally owned office in over 20 states, says this work. According to the Michigan attorney general, the affected states and Illinois, Iowa, Massachusetts, Michigan, New Hampshire, New York, North Dakota, Nebraska, Ohio, Pennsylvania, Wisconsin, but officials have not confirmed the list with Albarrs.

Michigan Attorney General Bill Hawthorne said the office would create a study state task force to coordinate the resolution of consumer complaints against Albarrs, protect patients records and review business practices in the state.

"After being contacted by the New Hampshire attorney general, the company opened

two locations there for one day Thursday to perform could restore records. All-patient operators have not returned records with working equipment.

Dr. Matthew Mercurio, president of the American Dental Association, said federal law requires Albarrs to forward patients records to the dentist of the patient's choice or give them directly to the patient.

For patients with incomplete records, he said, Albarrs is going to have to either complete the treatment or see that another dentist does.

**Green Starz**  
Providing the latest technology to home energy inspection to make your home comfortable and more energy efficient.

**Services We Offer**

- Home Energy Audit
- Insulation Audit
- Radon Testing
- Mold Testing
- Air Quality Testing
- Energy Star Audit
- Home Inspection
- Home Maintenance
- Home Renovation
- Home Repair
- Home Sales
- Home Staging
- Home Valuation
- Home Warranty
- Home Zoning

Call us at 330-363-8825 or check out our website at [www.greenstarz.com](http://www.greenstarz.com)

**SALEM TWIN**  
"IRON LEGACY" - "YOGI BEAR"

Call us at 330-363-8825 or check out our website at [www.greenstarz.com](http://www.greenstarz.com)

**Home Cooked Meals**  
**Family restaurant**  
COLUMBIANA • 510-422-1238

**DAU-DINKER SPECIALS**

**MONDAY:** Chili Chicken  
**TUESDAY:** Spicy Chicken - Cheese - Onion - Our Bread  
**WEDNESDAY:** Luau & Onions  
**THURSDAY:** Roast Beef Over Noodles  
**FRIDAY:** Fish Dinner Only - 2nd's On Up!  
**SATURDAY:** Smoothies & Meals!

**SUNDAY:** Breakfast  
9:30 - 11:30  
\$8.99  
11:30 - 2:00  
\$6.99

**OPEN TO ORDER 7 DAYS A WEEK**  
We Deliver! We Cater! We Satisfy!

# mojo retail

Use the rates below for full run ROP (Run of Press) products of the Morning Journal.  
 Open rate is \$24.75 pci. National rate is \$28.40 pci (gross.) Rates effective 1-1-2011.

## DAILY & SUNDAY INVESTMENT LEVELS

<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
\$1,500 \$2,500 \$5,000	\$7,500 \$10,000 \$15,000	\$25,000 \$35,000 \$50,000	\$65,000 \$80,000 \$100,000

	INVESTMENT	PCI	INCHES
<b>a</b>	\$1,500	\$20.10	79
	\$2,500	\$19.80	134
	\$5,000	\$19.50	272
<b>b</b>	\$7,500	\$19.10	417
	\$10,000	\$18.75	567
	\$15,000	\$18.25	875
<b>c</b>	\$25,000	\$17.65	1,502
	\$35,000	\$17.10	2,167
	\$50,000	\$16.60	3,195
<b>d</b>	\$65,000	\$15.55	4,437
	\$80,000	\$14.50	5,861
	\$100,000	\$13.40	7,905

## pick-ups

All ads must run within a 7 day period or less (i.e.: Monday through Sunday), with no copy changes.

**first**  
**25%**  
**OFF**

**second**  
**50%**  
**OFF**

**third**  
**75%**  
**OFF**

## color

1/4 Page (up to 30.25").....\$85  
 1/2 Page (up to 60").....\$135  
 Full Page (over 60").....\$225



# mojoclassified

Use the rates below for full run Classified products of the Morning Journal.  
 Open rate is \$17.50 pci. National rate is \$20.10 pci (gross.) Prices effective 1-1-2011.

## DAILY & SUNDAY INVESTMENT LEVELS

<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>
\$1,500 \$2,500 \$5,000	\$7,500 \$10,000 \$15,000	\$25,000 \$35,000 \$50,000	\$65,000 \$80,000 \$100,000

	INVESTMENT	PCI	INCHES
<b>a</b>	\$1,500	\$14.10	113
	\$2,500	\$13.60	195
	\$5,000	\$13.00	410
<b>b</b>	\$7,500	\$12.40	641
	\$10,000	\$11.30	939
	\$15,000	\$11.20	1,422
<b>c</b>	\$25,000	\$10.90	2,439
	\$35,000	\$10.65	3,483
	\$50,000	\$10.50	5,051
<b>d</b>	\$65,000	\$10.35	6,667
	\$80,000	\$9.85	8,649
	\$100,000	\$9.50	11,111

## pick-ups

All ads must run within a 7 day period or less (i.e.: Monday through Sunday), with no copy changes.

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**OFF**

**second**  
**50%**  
**OFF**

**third**  
**75%**  
**OFF**

## color

1/4 Page (up to 30.25").....\$85  
 1/2 Page (up to 60").....\$135  
 Full Page (over 60").....\$225

# mojobuilder

The Morning Journal's **BRAND BUILDER** program provides:

- Valuable advertising that gives you the power to dominate your market!
- Frequency and Reach - your ad will reach up to 33,750 potential customers every time it runs!

Your **BRAND BUILDER** may include:

- One benefit headline
- Company name/logo
- One graphic element
- Phone number and address

A one year contract allows the following rates to remain fixed during the contract period and are exempt from rate increases.

2 col. x 2" or 1 col. x 4	Column Inches	Per Week	Per Month (4 weeks)
3 ads per wk.	\$7.40	\$96.20	\$384.80
5 ads per wk.	\$7.35	\$159.25	\$637.00
7 ads per wk.	\$6.74	\$204.45	\$817.80

2 col. x 3" or 1 col. x 6	Column Inches	Per Week	Per Month (4 weeks)
3 ads per wk.	\$7.21	\$140.60	\$562.38
5 ads per wk.	\$7.16	\$225.55	\$902.16
7 ads per wk.	\$6.54	\$288.00	\$1152.00

In 2009 Morning Journal commissioned Pulse Research, an independent market research firm, to conduct a survey among Columbiana County residents. Participants were asked to name a local business in 55 different categories. Survey results confirmed that Brand Builder advertisers were at the top of consumers' minds.

*Romley*

Authorized Dealer

**LOGUE MONUMENT OF SALEM**  
1184 W. State St. • Salem  
330-332-5356

**SELECT YOUR MEMORIAL TOGETHER**

**GARAGE DOOR OPENERS & DOORS Inc.**

Closed Sat. & Sun.

**SALES & SERVICE**

**330-938-6457**

EVCOM

**DR. SCOTT A. OWENS**  
Chiropractic Physician

503 Jefferson St.  
Downtown East Liverpool, OH

**330-385-7878**

OFFICE HOURS: Monday thru Friday Day or Evening

Scott A. Owens D.C.  
Board Certified

# mojobuilder

MORNING JOURNAL



www.  
morningjournalnews  
.com



a  
winning  
combination!



Additionally, morningjournalnews.com further increases Brand Name Awareness for Your Business through the use of online ads that link directly to your web site or company profile page.

Online Brand Builders position

DAILY 365 X AVERAGE DAILY HOMEPAGE VISITS 933 = 340,545

additional branding opportunities

# mojomax

Run the identical ad, without changes, during the 28 day billing cycle and receive **DEEP** discounts! 2" minimum ad size.

Cancellations revert to open rate.

<b>retail</b>	9 to 15 times per month <b>\$12.45 per inch</b>	16 to 27 times per month <b>\$10.90 per inch</b>	28 times per month per month <b>\$10.20</b>
	<b>classifieds</b>	9 to 15 times per month <b>\$8.80 per inch</b>	16 to 27 times per month <b>\$7.60 per inch</b>

# mojoshopper

For those in Columbiana County that do not subscribe to the Morning Journal, we offer the Central Shopper.

The Central Shopper blankets the entire county with weekly classifieds and ads. In addition, many local and national advertisements are inserted into the Central Shopper.

The Central Shopper, when used in combination with the Morning Journal offers nearly 100% penetration in Columbiana County and areas in nearby counties. Over 24,000 Central Shoppers are delivered every Saturday, reaching over 50,000 potential customers!

## Open Rate

**\$9.55 per column inch**

## Pick Up Rate

**from the Morning Journal**

**\$4.80 per column inch**



# mojotvj

Each week, the Morning Journal brings its readers the TVJ, a full color television listing guide. In addition to all of the local and cable program listings, each week's TVJ includes:

- TVJ Feature Story
- In The Know - Q&A
- Soap Opera Summaries
  - Crossword Puzzle
  - Best Bets
- Home Improvement Listings
  - Family Fun Television
    - Family Listings
    - Kids Listings
  - Sports Zone Listings
    - TV Spotlight
    - Word Search
    - Trivia Quiz
- Just Press Play DVD Reviews



## With TVJ you get these benefits:

- 7-Day Shelf Life
- Unlimited Copy Changes
- Guaranteed Position
- Top of mind Awareness
- Full Circulation
- Free Full Color
- Online TV Listings

## Advertising in TVJ is affordable!

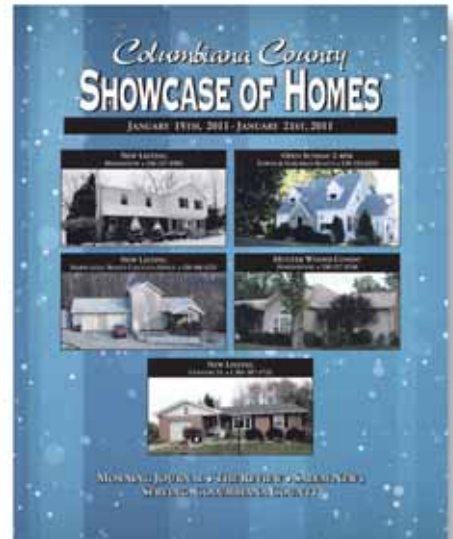
	13 Wks	26 Wks	52 Wks
Front Page 4x2.....	\$160.....	\$135.....	\$110
2x4.....	\$135.....	\$115.....	\$95
2x2.....	\$70.....	\$60.....	\$50
1x3.5.....	\$65.....	\$55.....	\$45
Inside 4x2.....	\$135.....	\$115.....	\$95
Inside Back.....	\$195.....	\$165.....	\$135
Back Page.....	\$385.....	\$335.....	\$285

# mojohomes

Columbiana County - Showcase of Homes is published every Saturday.

Ad Size	Open	6-Month	12-Month
1/2 Page (7"x4.5")	\$90	\$75*	\$60*
1-2 Pages (7" x 9")	\$120 per page	\$100* per page	\$95* per page
3+ Pages (7" x 9")	\$100 per page	\$85* per page	\$65* per page
Back Page (7"x 9")	\$250	\$225*	\$195*
<b>Service Directory</b> 1/8 Page (3.5" x 2")	\$45	\$40*	\$35*

\* Signed contract required



**DEADLINE: Tuesday at NOON prior to publication.**

# mojovalue

Would you like your coupons and money saving offers invited into almost 30,000 homes in Columbiana County (Ohio), Northern Hancock County (West Virginia,) and Western Beaver County (Pennsylvania)? The **Value Shopper** is delivered to all of the Morning Journal, Salem News and Review subscribers on the first and third Sundays of each month in a glossy coupon format.

The **Value Shopper** is also available online, as part of the commitment package, reaching an additional 265,000+ online readers each month!

Ad will appear on the Morning Journal web site for 1 month.

\* Front and back covers charged \$100 premium.

\*\* Inside front and back covers charged \$75 premium.

\*\*\* Any other guaranteed position charged \$50 premium.



## VALUE SHOPPER RATES

Full Page/Full Color/Glossy	
1 to 5 times per year.....	\$520
6 to 12 times per year.....	\$495
13 to 20 times per year.....	\$425
21+ times per year.....	\$370

Half Page/Full Color/Glossy	
1 to 5 times per year.....	\$315
6 to 12 times per year.....	\$275
13 to 20 times per year.....	\$240
21+ times per year.....	\$225

# mojospecials

The Morning Journal offers even more great advertising opportunities throughout the year! In addition to our daily newspaper, TVJ, and Central Shopper, we offer these fantastic print items.

### • All About Home

A glossy-covered, hint-filled gem for the home improvement lovers, young and old. - Published in the spring & fall.

### • Fun & Fact Guide

A glossy-covered special publication chock full of every last bit of information about Columbiana County. This publication is sought after year round, and additional copies are provided to realtors, welcome-wagons and libraries.



- Annual Mojo Cookbook • Annual Graduation Edition
- Annual Progress Edition • Annual Football Preview
- Annual Basketball Preview • Annual Spring Sports Preview
- Annual Fall Sports Preview • Special Edition Annual Calendar & many more fine publications!

# mojo web

Morningjournalnews.com is the web site that everyone visits to get the best up-to-date local and national news.

VISITORS PER MONTH

**91,240**

PAGE VIEWS PER MONTH

**348,293**

UNIQUE VISITORS PER MONTH

**29,260**

SOURCE: GOOGLE ANALYTICS

## PRINT TO WEB ADVERTISING

You can take any ad that runs in the Morning Journal and port it directly over to our web site and reach an additional viewing audience!

### Print Ad Size      Online Fee

1"-10"      \$20

11"-20"      \$25

21"-30"      \$30

31"-40"      \$35

41"-50"      \$40

51"-60"      \$45

61"-70"      \$50

71"-80"      \$60

81"-90"      \$70

91"-100"      \$80

101"-110"      \$90

111"-120+"      \$100

Rates are for seven days.



# mojoweb

Ads in the specialized areas are priced according to the product and are generally a flat fee. This includes ads in special sections, Brand Builder ads, calendar ads, business profile pages and print ads placed on the web. Ads located on the general pages of the site are priced on CPM (cost per thousand) basis and can be either Run of Site (ROS) or Targeted.

**Run of Site:** Ads that are placed Run of Site will appear throughout our site. The number of impressions you purchase will be split so that your ad appears all month.

**Targeted:** By targeting your ad, you can reach the exact niche that you are looking for while purchasing the fewest number of impressions. You can target your ad in a number of ways. By section, time of day, day of week, frequency or location.

**GOLD** 120,000 impressions per month • **SILVER** 60,000 impressions per month  
**BRONZE** 30,000 impressions per month

## Ad Rates

Costs, unless specified, are in CPM

		OPEN		GOLD		SILVER		BRONZE	
		ROS	TARGETED	ROS	TARGETED	ROS	TARGETED	ROS	TARGETED
Top	leaderboard (a)	\$16	\$20	\$9	\$13	\$10	\$14	\$13	\$17
	leaderboard expanding	\$18	\$22	\$11	\$15	\$12	\$16	\$15	\$19
	leaderboard auto-exp	\$20	\$24	\$13	\$17	\$14	\$18	\$17	\$21
Right	Small button 1 (a)	\$8	\$12	\$4	\$8	\$5	\$9	\$6	\$10
	Small button 2 (a)	\$8	\$12	\$4	\$8	\$5	\$9	\$6	\$10
	Skyscraper (a)	\$16	\$20	\$9	\$13	\$10	\$14	\$13	\$17
	Text ads (b)	\$8	\$12	\$4	\$8	\$5	\$9	\$6	\$10
Center	Middle banner (b)	\$11	\$15	\$6	\$10	\$8	\$12	\$10	\$14
	Rectangle (b)	\$15	\$19	\$10	\$14	\$12	\$16	\$13	\$17
	Lower banner (b)	\$10	\$14	\$5	\$9	\$7	\$11	\$9	\$13
Others	Video Ads on Home Page	\$500 per month (advertiser supplies video) Guarantee of 50,000 impressions							
	Funeral Home/Below Obit	\$10 per obituary listing							
	Calendar Sponsors (b)	\$150 per month per calendar, 2 calendars for \$250							
	Print Ad Upsell (b)	Stays up for 7 days, rotates through ads, rate based on size of ad							
	Square Below Poll	Brand Builder component - 10 percent on top of contract, or \$50 per month							
	Online Advertiser Profile	Ads rotate and appear every day.							
		\$50 per month							
		\$30 per month with 3 month advertising commitment							
		\$15 per month with 6 month advertising commitment							
		\$10 per month with one year advertising commitment							
		<b>(a) above scroll (b) below scroll</b>							

# mojojobs



Mojobot, located at jobs.morningjournalnews.com, is the Ohio Valley's premier online employment site. Reach active and passive jobseekers with a variety of options available to employers searching for qualified applicants. Local, regional and national jobseekers will be able to view your employment advertisement 24/7.

**Top Job:** This is featured in a rotation on the front page of our job web site for up to 30 days.

**Featured Company:** A featured company appears on the right side of our job search web site. It includes a company profile and logo.

**Online/Print Combination:** This is the best option when placing an employment ad. Whether an in-column or display ad, your message will appear on our site. Regardless of the number of days your print ad appears, you have the option to feature it on the web for 7, 14 or 30 days.

**Recruiter Package:** This option provides you with a dynamic online marketing package that is designed to be seen by active and passive job seekers. It includes 30 days online advertising, Top Job and Featured Company.

**Personnel Solution:** This is the perfect package for businesses that want to manage their ads online, post online interviews and review candidates who scored according to their specifications. Plus the ad can be changed on line as needed!



## COMBINATION ADVERTISING

	<u>7 Days</u>	<u>14 Days</u>	<u>30 Days</u>
<b>Line Ads*</b>	\$25	\$45	\$75
<b>Display Ads*</b>	\$65	\$120	\$195
<b>Recruiter Package Line Ad*</b>			\$175
<b>Recruiter Package Display Ad*</b>			\$260

\* In combination with a print ad in newspaper.

### Personal Advertising

<b>One 30 Day Posting*</b>	.....\$210
<b>Two to Five 30 Day Postings*</b>	.....\$195 each

\* Must be used within 90 days



# 10 reasons to use newspaper preprints

**Impact:** Preprints tend to slide out of the paper, demanding to be read.

**Control:** Advertisers control size, color, pages, items and reproduction with a preprint.

**Targeting:** With newspaper inserts, advertisers can cost-effectively distribute by zip code or by market...and everything in between.

**Flexibility:** Newspapers can deliver single sheets, cards, and catalogs. They can distribute large and small formats, heavy or light stock..and on the day needed.

**Efficiency:** Newspaper inserts are cost efficient in terms of distribution, often able to deliver for less than 5 cents per household.

**Date Specific Delivery:** Newspapers deliver inserts on the day chosen, as opposed to within a window of time...Sunday or daily delivery.

**Environment:** Because newspapers are a welcomed guest in a subscriber's home. Inserts arriving with newspapers are more likely to be seen and read.

**Response/Results:** Newspaper preprinted inserts can achieve redemption rates of up to 10% based upon the offer. Inserts have a proven track record.

**Deadlines/Timing:** Newspapers can accept preprints on a shorter lead time than other distribution vehicles, allowing the ultimate in advertiser responsiveness to market conditions, product and pricing needs.

**Saturation:** Newspapers are able to distribute preprints to the masses. Both subscribers and non-subscribers can be reached through the typical newspaper program.

# mojo pre-prints & rates

Daily Full run newspaper requirements:.....13,000 Inserts  
 Sunday Full run newspaper requirements:..... 12,000 Inserts  
 Additional Non-Subscriber Requirements/TMC:.....24,025 Inserts  
 Pre-Printed insert minimum.....5,000 Pieces

**Pre-Prints may be zoned by selected connecting zip codes.**

**Inserts may be delivered on skids, bundled or boxed.**

Dock hours: 8:00 A.M.-5 P.M. Monday-Friday.

Ship to: Morning Journal, 308 Maple Street, Lisbon, OH 44432.

Deadline: 7 Days Prior Cancellation: 3 Days Prior.

**Notice: All holiday inserts require full-run quantities.**

**Full run: 11,000 insert minimum**

Zoning charge = \$5.00 per thousand.

Minimum zone of 5,000 inserts.



Pages Full	Tab	Open Rate Per M	6-13 Year Per M	14-20 Year Per M	21-25 Year Per M	26-52 Year Per M
Single Sheet		\$44	\$41	\$40	\$38	\$36
2	4	\$47	\$46	\$44	\$41	\$38
4	8	\$49	\$48	\$47	\$45	\$40
6	12	\$51	\$49	\$48	\$46	\$42
8	16	\$54	\$51	\$49	\$48	\$46
10	20	\$61	\$59	\$57	\$52	\$49
12	24	\$69	\$65	\$60	\$56	\$52
14	28	\$73	\$69	\$65	\$60	\$57
16	32	\$78	\$73	\$70	\$65	\$61
18	36	\$81	\$76	\$72	\$67	\$65

For Larger Sizes Add \$1.00 More Per Page

# mojo zip & zones

	Area Name	Zip Code	Daily	TMC	Sunday
Zone 1	Lisbon	44432			
	West Point	44492			
	<b>Total</b>		<b>1900</b>	<b>2150</b>	<b>1800</b>
Zone 2	Wellsville	43968			
	East Liverpool	43920			
	Chester, WV	26034			
	Newell, WV	26050			
	<b>Total</b>		<b>2970</b>	<b>7650</b>	<b>2550</b>
Zone 4	Salem	44460			
<b>Total</b>			<b>1650</b>	<b>5475</b>	<b>1450</b>
Zone 5	Leetonia	44431			
	Washingtonville	44490			
	<b>Total</b>		<b>750</b>	<b>950</b>	<b>700</b>
Zone 6	East Palestine	44413			
	Petersburg	44454			
	<b>Total</b>		<b>1200</b>	<b>1800</b>	<b>1200</b>
Zone 7	Columbiana	44408			
	North Lima	44452			
	<b>Total</b>		<b>1980</b>	<b>2050</b>	<b>1765</b>
Zone 8	Negley	44441			
	New Waterford	44445			
	Rogers	44455			
	<b>Total</b>		<b>1150</b>	<b>1500</b>	<b>1150</b>
Zone 9	Salineville	43945			
	Irondale	43932			
	Summitville	43962			
	Hammondsville	43930			
	<b>Total</b>		<b>450</b>	<b>900</b>	<b>410</b>
Zone 10	Hanoverton	44423			
	Kensington	44427			
	E. Rochester	44625			
	Minerva	44657			
	Beloit	44609			
	Sebring	44672			
	Alliance	44601			
	Homeworth	44634			
	<b>Total</b>		<b>850</b>	<b>1100</b>	<b>775</b>
	<b>Circulation Total</b>			<b>12,900 Daily</b>	<b>23,575 TMC</b>

**Rates in effect through December 31st, 2011.**

# mojo information

## 1. GENERAL POLICY

A. The publisher reserves the right to revise advertising rates at any time upon 30 days notice and all contracts are accepted subject to this reservation. Contracts must be completed within one year from the date instituted.

B. Contracts are subject to rejection at the option of the publisher unless a regular schedule of copy has started within 60 days from inception.

C. Retail advertising rates apply only to that advertising done by retail stores which sell to the Public through one or more locations which they own or control.

D. No commissions or cash discounts are allowed to contract-rate advertisers.

E. Retail rates do not apply to any advertising for which the publisher has established other rates such as general or classified. The classification of such advertising will be determined by the publisher.

F. Acceptance of payment for advertising or advertising copy by an employee of the publisher is subject to review, approval and acceptance by management, which reserves the right to reject any advertising which is submitted for publication in the Morning Journal and its ancillary publications. The following types of business must pay in advance of publication: Going out of business, moving, political, out of market area, meat wholesale supplies, seasonal (pools, ski shops, tennis or landscaping), fortune tellers, astrologers, or transient business operative from hotels or motels.

G. The publisher will not accept any advertisements or inserts that are sold at any rate other than the Morning Journal or its recognized agents. Brokered space or inserts will not be published.

H. All businesses desiring to run "Going out of Business" type advertising will be required to clear any existing balances prior to acceptance of any such advertisements and all such ads must be paid for in cash prior to run date.

## 2. TERMS OF PAYMENT

Local advertising rates are not commissionable and there is no cash discount. Payment of all advertising is due the 10th of the month following the month of publication and becomes delinquent after that date. If payment due remains outstanding past the 30th day of the month, a carrying charge of 1 1/2% per month (18% per year) will be added to all charges remaining past due. No cash discount is available.

## 3. SPECIAL SERVICES

Our staff of advertising professionals is available to provide personal attention to your advertising needs. We will deliver proofs on ads totaling 30 column inches or more, if you have submitted your ad by the appropriate deadline. Ads are available for proofing at the Morning Journal any time prior to morning of publication.

All proofs must be returned to the Morning Journal no later than Noon the day before the ad is to run; except Saturday, Sunday and Monday proofs due are Friday at Noon. No ad may be canceled after 9:30 a.m. one day prior to publication date. Cancellation of ads after deadline will result in a kill charge of up to \$250.00

If the publisher agrees to take black & white photos for use in ads, the negatives and photos remain property of Morning Journal. One photo will be supplied free for each \$100<sup>00</sup> worth of ad space purchased, additional photos will be charged \$10<sup>00</sup> each. There is no charge for photos if such photos are supplied by the advertiser. You may purchase prints of any photos we take. Prices on extra photo work and prints may be obtained by contacting the news department of the Morning Journal. Color photographic services are available at specially quoted rates.

All artwork produced by the publisher becomes the property of the publisher. Requests for return of artwork provided to our staff must accompany insertion orders, as facilities do not allow long-term storage of artwork for clients.

All property rights, including any copyright inserts to any advertisements produced by the publisher using art work

and/or typography furnished or arranged by the publisher, shall remain the property of the publisher. No such ad or any part thereof may be reproduced without the prior written consent of the publisher.

## 4. SPECIAL DAYS/FEATURES/PAGES

Monday.....Sports  
Tuesday.....Sports/Education  
Wednesday.....Sports  
Thursday.....Roasts and Toasts  
Friday.....Dining Guide  
Saturday.....Church & Real Estate  
Sunday...TV Journal, Business, Auto., Health, Food, Lifestyles

## 5. ROP DEPTH REQUIREMENTS

Ads measured in one half inch increments.

Any ad over 18 inches in depth will be billed at 20 inches.

The full depth gutter is charged as a full 20 inch column on double truck ads.

Minimum depth requirements for double trucks are:  
12 columns plus gutter.....13 inches deep minimum  
10 columns plus gutter.....15 inches deep minimum  
8 columns plus gutter.....8 inches deep minimum

8 column plus gutter is minimum size double truck accepted.

## 6. DISPLAY DEADLINES

### MORNING JOURNAL DEADLINES

Monday.....4:00 PM Thursday  
Tuesday.....4:00 PM Friday  
Wednesday.....4:00 PM Monday  
Thursday.....4:00 PM Tuesday  
Friday.....4:00 PM Wednesday  
Saturday.....10:00 AM Thursday  
Sunday.....3:00 PM Thursday

### CENTRAL SHOPPER™

Saturday.....Noon Monday  
Holiday deadlines are 24 hours earlier than above.

## 7. MECHANICAL MEASUREMENTS (ROP)

Standard pages (6 column width)

Number of Columns	Inches
1.....	1.583"
2.....	3.266"
3.....	4.949"
4.....	6.632"
5.....	8.315"
6 Full.....	10"
13 Full Double Truck.....	20.5"

Depth of full column 20 inches

Tabloid Measurements-SAU widths to 4 columns.

Depth of column: 10 inches.

## MECHANICAL MEASUREMENTS (CLASSIFIED)

CLASSIFIED DISPLAY PAGE SIZE - 9 Columns

1 Pica Between Columns. Depth of Column-20 Inches.

### COLUMN WIDTH

1 Column.....	1.022"	6 Columns.....	6.632"
2 Columns.....	2.144"	7 Columns.....	7.754"
3 Columns.....	3.266"	8 Columns.....	8.876"
4 Columns.....	4.388"	9 Columns.....	10"
5 Columns.....	5.510"		

## 8. ERRORS

In the event an error occurs in your ad, immediate notice must be given, as the publisher will be responsible for the first insertion only. All errors are confined to the current months billing only. Credits will not be issued for any previous months in which advertiser did not discover billing errors.

## 9. CLASSIFIED DEADLINES

LINE ADS ONLY - 2:00 pm day before insertion.

## 10. PUBLICATION DAYS

The Morning Journal established 1852. Published every morning including Sunday, 365 days a year.

## 11. POLITICAL ADVERTISING

The political advertising rate is the same as the current open rate, and must be paid for in advance of publication. All copy must be submitted for approval by the publisher. The publisher reserves the right to refuse any copy. All ads must be labeled "paid political advertising." By law, a disclaimer is necessary on all political advertising. Political advertising is commissionable to recognized national advertising agencies. It shall be the responsibility of the advertiser to comply with the "Campaign Communications Reform Act."

## 12. SUBJECT MATTER

The subject matter, form, size, working, illustrations, typography and position of all advertising is subject to approval of the publisher. The publisher reserves the right to reject any and all copy. The advertiser assumes liability for the content of all advertising copy printed, and agrees not to hold the publisher responsible for any claims arising therefrom.

## 13. MAIL ORDER

Mail order advertising, advertising of contests, business opportunities and proprietary remedies must be submitted for approval.

## 14. MEASUREMENT

This publisher bills for advertising to the higher 1/2 inch. Measurement is from cut-off rule. Column rule determines depth of advertisement at bottom of page. (Ex. 15 1/4 inches will be billed 15 1/2 inches)

Unless otherwise indicated, all lineage rates are on a per inch per day basis and all R.O.P. color charges are on a per color, per spot, per day basis.

The publisher will not be responsible for ads not received by the final deadline.

## 15. CORRECTIONS/CREDITS

The publisher is not liable for any damage whatsoever resulting from omission of any portion of an insertion, omission of an entire insertion, or for any copy errors beyond the value paid by the advertiser for any such publication. A claim for allowance in the event of error must be made within ten days after the erroneous insertion. Credit is allowable only for the first day of the error. No credit for billing errors is permitted for months prior to the current month's billing. The publisher will not be held responsible for the appearance or content of any advertisement that has not been typeset by its employees. This includes advertisements received electronically through the Internet, on disk, CD or hard copy.

## 16. CIVIC AND NOT FOR PROFIT ASSOCIATION RATES

The applicable rate for those qualifying is 80% of open rate.

Any organization requesting this rate will be required to fill out a Non-Profit Organization form showing the officers of the organization and signed by the person placing the advertising plus at least one officer of the organization.

## 17. RETRO CREDITS/CHARGES

The billing rate may be adjusted proportionately as the total actually used reaches the contract volumes at the sole discretion of the publisher. Credits or charges may be issued based on adjusted rate times usage for the year. Contract advertisers using less than minimum amounts during the contract period will be charged the open rate. Any credits will be redeemed in product usage only.

## 18. POSITION

Advertisers requesting guaranteed placement on a specific page shall be subject to an additional charge of 15% of their regular rate. If the position is not available, the premium will not be charged.

## 19. TAXES

Should any governmental body levy a tax on any advertising covered by this rate card, such tax will become an additional charge to the advertiser, over and above the published rates.